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WHAT IS CLAIMED IS:

- A backlight assembly for illuminating a liquid crystal panel, comprising:
 a frame having a frame body in which are embedded a plurality of contact pads;
 a light-guide plate mounted to the frame; and
- one or more light-emitting device connected to the contact pads and respectively having a light-irradiating surface facing a first surface of the light-guide plate, light irradiated from the one or more light-emitting devices emerging out through a second surface of the light-guide plate towards the liquid crystal panel.
- The backlight assembly according to claim 1, comprising a reflective
 sheet placed at a side of the light-guide plate to direct light towards the liquid crystal panel.
 - 3. The backlight assembly according to claim 1, wherein the one or more light-emitting device is placed at a side of the light-guide plate opposite to the side of the liquid crystal panel.
- 15 4. The backlight assembly according to claim 3, wherein the one or more light-emitting device is positioned proximate to a side edge of the light-guide plate.
 - 5. The backlight assembly according to claim 4, wherein a reflection member is provided in an area of the side edge of the light-guide plate to reflect light irradiated from the one or more light-emitting device.
- 20 6. The backlight assembly according to claim 5, wherein the reflection member is a reflective coating.

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7. The backlight assembly according to claim 5, wherein the reflection member is a surface of the light-guide plate inclined at an angle.

- 8. The backlight assembly according to claim 3, wherein the light-guide plate includes one or more recessed cavity on the first surface for accommodating the light-irradiating surface of the one or more light-emitting device.
- 9. The backlight assembly according to claim 1, wherein the first surface of the light-guide plate is a side edge surface of the light-guide plate.
- 10. The backlight assembly according to claim 1, wherein the frame body is formed by injection-molding.
- 10 11. The backlight assembly according to claim 1, wherein the contact pads include resilient bent portions to which the one or more light-emitting device is connected by contact engagement.
 - 12. The backlight assembly according to claim 1, wherein the one or more light-emitting device is connected to the contact pads by soldering.
- 15 The backlight assembly according to claim 1, wherein the contact pads are made of a conductive metal or metallic alloy.
 - 14. The backlight assembly according to claim 1, wherein the one or more light-emitting device includes a light-emitting diode.
 - 15. A frame structure for a backlight assembly, comprising:
- 20 a frame body; and

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a plurality of contact pads embedded in the frame body, wherein the contact pads externally connect to a power source and are configured to receive the mount of one or more light-emitting device.

16. The frame structure according to claim 15, wherein the frame body is formed by injection-molding.

The frame structure according to claim 15, wherein the contact pads include resilient bent portions to which the one or more light-emitting device is connected by engagement.

The frame structure according to claim 15, wherein the contact pads are made of a conductive metal or metallic alloy.

The frame structure according to claim 15, wherein the one or more light-emitting device includes a light-emitting diode.